

**EVALUATION OF THE EFFECTIVENESS OF PROGRAMS CONTAINED IN THE
“FRAMEWORK FOR COOPERATION TO REDUCE TRAFFIC CONGESTION AND
IMPROVE AIR QUALITY”**

**THE CLEAN AIR CAMPAIGN
CASH FOR COMMUTERS PROGRAM
REPORT ON APRIL 2004 FOLLOW-UP SURVEYS**

FINAL

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EXECUTIVE SUMMARY

INTRODUCTION

This report presents the findings from an evaluation of participants in The Clean Air Campaign Cash for Commuters (CFC) program. CFC is a regional incentive program that rewards solo commuters who switch to a commute alternative for a specified period of time. The Clean Air Campaign has launched three waves of the program since October 2002, each lasting approximately six months.

The evaluation presented in this report, conducted in April 2004, involved two surveys that assessed short- and long-term travel behavior changes from participants in the program. The first survey was a second follow-up survey of CFC Wave 1 participants, nine to 12 months after completing the program. The second survey involved contacting CFC Wave 2 participants for the first time, three to six months after completing the program.

The CFC evaluation is part of a broad program sponsored by the Georgia Department of Transportation, in cooperation with the Federal Highway Administration, to evaluate the effectiveness of programs aimed at changing individual and employer behavior about the voluntary use of alternative transportation. These programs help reduce traffic congestion and improve air quality in the Atlanta 13-county non-attainment area¹.

KEY FINDINGS

CFC Wave 1 Follow-Up Survey Findings

- Since the start of CFC Wave 1 (October 2002) to the time of the survey (April 2004), CFC participants have REDUCED, on average:
 - 1,302 vehicle trips per day
 - 31,766 vehicle miles per day
 - .033 tons of NO_x per day
 - .039 tons of VOC per day
- Before program enrollment, participants were driving alone for 85% of their weekly commute trips. At the time of the survey, nine to 12 months after completing the program, drive alone trips were cut nearly in half, to just 47% of total weekly trips.
- 64% of CFC participants continue to use commute alternatives nine to 12 months after completing the program.
- While the average number of alternative mode days used per week has declined since program enrollment (4.30 days/week during program vs. 2.46 days/week nine to 12 months later), alternative mode use still remains considerably higher than pre-enrollment (.75 days/week).
- Carpooling was the alternative mode participants continued using the most, with 68% using this mode during the program and 37% continuing to use this mode nine to 12 months later.
- “Lost carpool partner” and “work schedule or location changes” were the top reasons participants stopped using alternative modes.
- “Convenience” and “savings” were the top reasons participants continue to use alternative modes.

¹ Thirteen (13) county non-attainment area includes Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding, and Rockdale counties.

- \$15 to \$30 per month gift certificates that can be redeemed for gasoline or grocery purchases were the incentives that had the greatest likelihood of encouraging participants to increase or restart use of commute alternatives.
- 84% would be willing to record their daily commute mode on an Internet system if that made them eligible to receive incentives or rewards.

CFC Wave 2 Follow-Up Survey Findings

- Since the start of CFC Wave 2 (May 2003) to the time of the survey (April 2004), CFC participants have REDUCED, on average:
 - 1,775 vehicle trips per day
 - 44,029 vehicle miles per day
 - .045 tons of NO_x per day
 - .054 tons of VOC per day
- Before program enrollment, participants were driving alone for 78% of their weekly commute trips. At the time of the survey, three to six months after completing the program, drive alone trips were cut by more than half, to just 39% of total weekly trips.
- 74% of CFC participants continue to use commute alternatives three to six months after completing the program.
- While the average number of alternative mode days used per week has declined since program enrollment (4.39 days/week during program vs. 3.08 days/week three to six months later), alternative mode use still remains considerably higher than pre-enrollment (1.12 days/week).
- Participants named the “CFC \$3/day incentive” and “saving money and car wear/tear” as the top two factors leading to their decision to start using a commute alternative.
- When asked directly, nearly nine in ten (86%) said the incentive was very or somewhat important in their decision to start using a commute alternative.
- Carpooling was the alternative mode participants continued using the most, with 68% using this mode during the program and 41% continuing to use this mode 3-6 months later.
- “Work schedule or location changes” and “lost carpool partner” were the top reasons participants stopped using alternative modes.
- “Convenience” and “enjoyment” were the top reasons participants continue to use alternative modes.
- \$15 to \$30 per month gift certificates that can be redeemed for gasoline or grocery purchases were the incentives that had the greatest likelihood of encouraging participants to increase or restart use of commute alternatives.
- 92% would be willing to record their daily commute mode on an Internet system if that made them eligible to receive incentives or rewards.

CONCLUSIONS AND RECOMMENDATIONS

The CFC incentive program is an effective strategy to encourage commuters to begin and continue using commute alternatives. Surveys of CFC participants three to six months after their program enrollment period ended revealed that more than 70% continued to use a commute alternative. The additional follow-up survey of CFC Wave 1 participants nine to 12 months later found that more than 60% continue to use a commute alternative.

Nearly half of the survey participants stated the incentive played a factor in their decision to start using a commute alternative. Eight out of ten participants reported that the CFC program was important in their decision to start using a commute alternative. Survey findings also revealed that saving money, reducing wear and tear on cars, and traveling on congested corridors also played a significant role.

The majority of respondents indicated that outside circumstances such as changes in schedules or work locations, or the loss of a carpool partner, rather than dissatisfaction with using commute alternatives or the CFC program, were the primary reasons they reduced or stopped using a commute alternative.

The success of the CFC program clearly shows a need to continue to implement this program, along with similar programs that encourage the voluntary use of commute alternatives. While alternative mode use is still above 50% for past CFC participants, there is concern about the gradual decline in use since program enrollment, especially with the continued decline in the use of commute alternatives as indicated from CFC Wave 1 participants overtime. A third survey of CFC Wave 1 participants planned for early fall 2004 will provide further insight to whether past participants continue to decrease their use of alternative modes over time.

Those who decreased or stopped using alternative modes say that \$15-\$30 gift certificates redeemable for gasoline or grocery purchases would encourage them to restart or increase use. But as the CFC program continues to grow, and with limited funding dollars, the Atlanta TDM community may find it difficult to maintain this level of cash incentive. The Atlanta TDM Community is currently developing new regional incentive programs to encourage continued use of alternative modes and is taking these findings into consideration.

SECTION 1 OVERVIEW

PURPOSE OF THE REPORT

The purpose of surveying CFC participants is to assess short- and long- term behavior changes associated with the incentive program. The first survey was a second follow-up survey to CFC Wave 1 participants, nine to 12 months after completing the program. The survey assessed long-term behavior changes associated with the program. The second survey was a first time survey of CFC Wave 2 participants, three to six months after completing the program. This survey assessed short-term behavior changes associated with the program. An additional purpose for surveying Wave 2 participants was to assess if this group was any different than Wave 1 participants in terms of continued alternative mode use. There was some concern that Wave 1 participants might have been more receptive to using alternative modes than Wave 2 (i.e., low-hanging fruit).

They survey also collected data on the role the \$3 a day incentive played in a program participant's decision to use a commute alternative. In addition, the survey collected data on potential programs that would motivate participants who decreased or ended their use of a commute alternative after their program enrollment period ended to restart or increase use.

This report presents a summary of the survey findings, including the travel and emission reductions achieved by program participants.

ORGANIZATION OF REPORT

The report is divided into six sections.

- Section 1 – Purpose and organization of the report
- Section 2 – Description of Cash for Commuters program
- Section 3 – Description of the survey and sampling methodology
- Section 4 – Results of the survey
- Section 5 – Travel and emission reductions
- Section 6 – Conclusions and recommendations

The report also includes appendices with the final survey instruments and the travel and emission reductions calculation spreadsheets.

SECTION 2 CASH FOR COMMUTERS PROGRAM DESCRIPTION

INTRODUCTION

The Clean Air Campaign launched the CFC program in October 2002 to encourage drive alone commuters to adopt a commute alternative for their travel to and from work. The initial program is referred to as Wave 1 and ended in March 2003. More than 2,550 commuters enrolled in the program and approximately 1,800 commuters completed the program. Following the success of Wave 1, The Clean Air Campaign launched its second CFC program in the 2003 smog season (Wave 2). The enrollment period began in May 2003 and ended in December 2003. More than 3,000 new commuters enrolled in the program, with approximately 2,260 commuters completing it. The Clean Air Campaign launched a third wave of the program in May 2004.

ELIGIBILITY

Commuters are eligible to participate in the CFC program if they currently live in the Atlanta 13-county non-attainment area and travel to and from work using an eligible commute alternative at least 13 times over a 90-day period. Commuters are not eligible to participate if they have used any of these commuting alternatives more than five times in the 90-day period immediately prior to enrolling in the program. Eligible commuting alternatives include carpooling, transit (bus or train), cycling, walking, or teleworking.

PROGRAM FEATURES

Commuters register for the program by completing a registration form. Commuters are also required to submit a travel log at the end of their enrollment period documenting the number of days they commuted to work using an alternative mode. The commuter's employer supervisor is required to verify the commuter's participation by signing the travel log.

INCENTIVES

Commuters qualify to receive an incentive if they use an alternative mode at least 13 times over a 90-day period. Commuters can earn up to \$180 cash over a 90-day period, or three dollars for each day the commuter used an alternative.

SECTION 3 DATA COLLECTION

This section briefly describes the CFC survey methodology.

QUESTIONNAIRE DEVELOPMENT AND ADMINISTRATION

The measurement team developed the survey questionnaire with input from The Clean Air Campaign. CIC Research, Incorporated (CIC), the survey administrator, conducted the survey from its in-house telephone facility in San Diego, California using a Computer Assisted Telephone Interviewing System (CATI). CIC conducted the survey of Wave 1 and Wave 2 participants between April 9 and April 27, 2004.

SAMPLE PREPARATION

For the Wave 1 follow-up survey, CIC used the same random sample of 600 participants they drew from the CFC participant list provided by The Clean Air Campaign for the original Wave 1 survey. The sample included participants who enrolled in the program between October 2002 and February 2003 and who completed the program between January 2003 and May 2003. This timeframe insured that Wave 1 follow-up survey participants had completed the program nine to 12 months earlier. A total of 300 CFC program participants completed this follow-up survey. The overall confidence level for the full survey sample was $95\% \pm 5.18\%$.

For the Wave 2 survey, CIC drew a random selection of 542 CFC participants. The sample included participants who enrolled in the program between August 2003 and December 2003. This timeframe insured that participants were allowed several months after the end of the incentive to establish their current commute mode. A total of 300 CFC program participants completed the survey. The overall confidence level for the full survey sample was $95\% \pm 4.83\%$.

SURVEY PRE-TEST

CIC conducted a total of 31 pretest surveys on April 8, 2004 for the Wave 1 follow-up survey and 33 pretest surveys on April 13 and 14, 2004 for the Wave 2 survey. After examining and discussing the results, CIC began interviewing the full sample for both surveys with minor questionnaire modification.

SECTION 4 SURVEY RESULTS

INTRODUCTION

The surveys collected the following data from each survey respondent:

- Current commute modes
- Commute modes during participation in the program
- Commute modes prior to participation in the program
- Reasons for reducing or stopping use of commute alternatives after participation in the program
- Influence of CFC and other commute information or services in program participation (Wave 2 survey only)
- Potential programs that would motivate commuters to restart or increase commute alternative use
- Commute characteristics (typical work schedule and commute distance)
- Demographic data (gender, income, ethnicity, etc.)

COMMUTE ALTERNATIVE USE

Continued Use of Alternative Modes

As shown in Table 1, the surveys of CFC participants three to six months after their program enrollment period ended revealed that more than 70% (71% for Wave 1 and 74% for Wave 2) continued to use a commute alternative. The additional follow-up survey of CFC Wave 1 participants nine to 12 months later found that 64% continue to use a commute alternative.

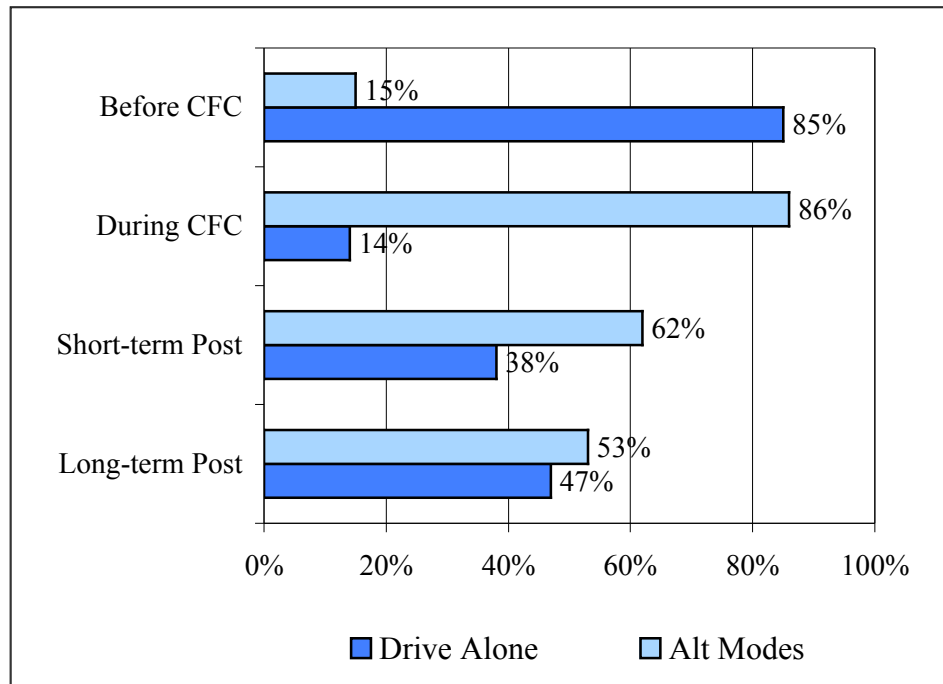
TABLE 1: SHORT- AND LONG-TERM ALTERNATIVE MODE STATUS

Alternative Mode Status	CFC Wave 1		CFC Wave 2
	3-6 Months After % Of Total Respondents (N=302)	9-12 Months After % Of Total Respondents (N=300)	3-6 Months After % Of Total Respondents (N=300)
Continue alternative modes on a weekly basis	71%	64%	74%
Stopped all alternative modes	29%	36%	26%

Mode Split – Percent of Weekly Trips

The continued use of commute alternatives translated into fewer drive alone commute trips for CFC participants. For CFC Wave 1, participants were driving alone for 85% of their weekly commute trips before they enrolled in the program (Figure 1). Nine to twelve months after completing the program, drive alone trips were still cut nearly in half, to just 47% of total weekly trips.

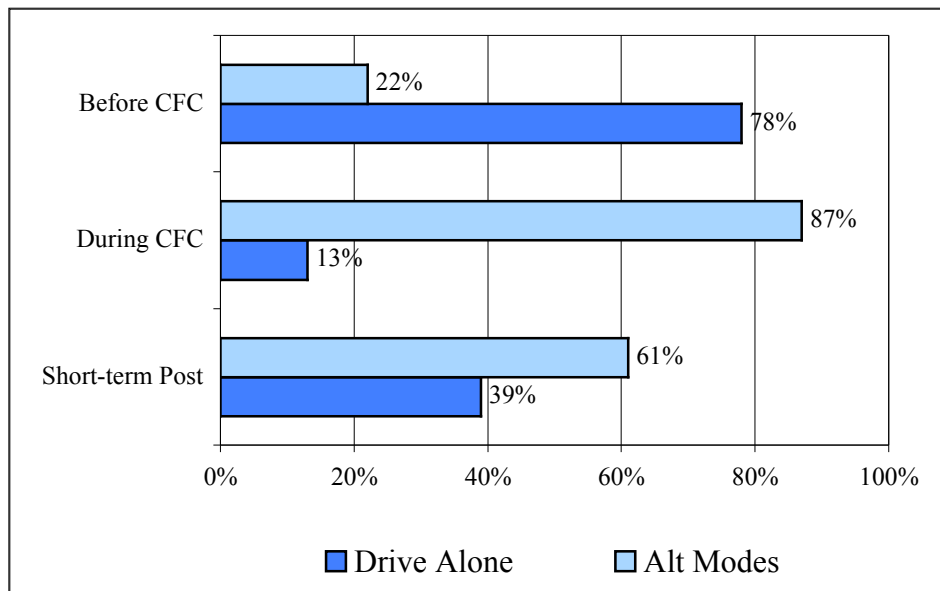
FIGURE 1: WAVE 1 SURVEY - MODE SPLIT, PERCENT OF WEEKLY TRIPS



Short-term Post = Three to six months after CFC. Long-term Post = Nine to 12 months after CFC.

As shown in Figure 2, results were similar with the CFC Wave 2 Survey. Before program enrollment, participants were driving alone for 78% of their weekly commute trips. Three to six months after program completion, drive alone trips were cut by more than half, to just 39% of total weekly trips.

FIGURE 2: WAVE 2 SURVEY - MODE SPLIT, PERCENT OF WEEKLY TRIPS



Average Days Using Alternative Modes

Survey findings also reveal the average days per week participants were using alternative modes to travel to and from work. As shown in Table 2, CFC participants were using alternative modes the most during the program and have slowly decreased their use since this time. Table 2 also indicates that some participants were using alternative modes prior to enrolling in the program, which is against the program rules.

TABLE 2: AVERAGE ALTERNATIVE MODE DAYS PER WEEK

Time Period	CFC Wave 1	CFC Wave 2
	Average Alternative Mode Days Per Week	Average Alternative Mode Days Per Week
Before Program	0.75	1.12
During Program	4.30	4.39
Short-term Post (Three to six months after CFC)	3.12	3.08
Long-term Post (Nine to 12 months after CFC)	2.46	NA

Factors Leading to Commute Alternative Use for Wave 2 Participants

Nearly half of the respondents (41%) stated that the \$3 a day CFC incentive played a factor in their decision to start using a commute alternative. As shown in Table 3, other frequently cited reasons include saving money and wear and tear on their car (34%) and congestion level (18%). These findings are similar to the original Wave 1 survey conducted three to six months after the program ended. Forty-five percent stated that the \$3 a day incentive played a factor in their decision and saving money ranked as the second highest factor (30%).

TABLE 3: WAVE 2 SURVEY - TOP FIVE FACTORS LEADING TO ALTERNATIVE MODE USE

Reasons	% Of Total Respondents N= 300
Availability of the \$3 daily Cash for Commuters Program	41%
To save money/wear and tear on car	34%
Congestion level	18%
Less stressful than driving	17%
Found carpool partner	15%

Table 4 illustrates the importance of the CFC incentive in promoting commuters to make a change. Nearly nine in ten said it was important. Again, the results are similar to the original Wave 1 survey where 46% said the incentive was “very important” and 44% said it was “somewhat important”.

TABLE 4: WAVE 2 SURVEY - IMPORTANCE OF CFC INCENTIVE

Importance	% Of Total Respondents N=300
Very Important	44%
Somewhat Important	42%
Not Important	14%

Survey interviewers also asked participants if they had used any other commute information or service other than the \$3 a day incentive. Fourteen percent said they had used other information or services. As shown in Table 5, nearly half (48%) said they had used discounted or free transit passes.

TABLE 5: INFORMATION OR SERVICES USED (OTHER THAN THE CFC INCENTIVE)

Information or Services	% Of Total Respondents (N=42)
Discount transit passes/free transit passes	48%
Vanpool/carpool subsidy or cash incentive	12%
Prizes or contests	10%
Carpooling or vanpooling information	7%
Shuttle bus to MARTA or other location	7%

Primary Reasons for Continuing Use

As shown in Table 6 and 7, the most frequently stated reasons why participants continue to use commute alternatives are because of the convenience (47% in Wave 1 and 43% in Wave 2), cost savings (37% in Wave 1 and 22% in Wave 2%), and enjoyment in using alternative modes (19% in Wave 1 and 26% in Wave 2). The original Wave 1 survey also found cost savings and convenience to be the most frequently stated reasons for continued use of commute alternatives.

TABLE 6: WAVE 1 SURVEY - TOP FIVE REASONS RESPONDENTS CONTINUED ALTERNATIVE MODE USE

Top Five Reasons Respondents Continued Alternative Mode Use	% Of Total Respondents (N=169)
More convenient for me to continue	47%
I like savings I get from alternative mode	37%
I enjoy alternative mode	19%
Save wear and tear on car	18%
Too expensive not to use alternative mode	15%

TABLE 7: WAVE 2 SURVEY - TOP FIVE REASONS RESPONDENTS CONTINUED ALTERNATIVE MODE USE

Top Five Reasons Respondents Continued Alternative Mode Use	% Of Total Respondents (N=162)
More convenient for me to continue	43%
I enjoy alternative mode	26%
I like savings I get from alternative mode	22%
Traffic on freeway is worse	17%
Too expensive not to use alternative mode	16%

Commuters Who Stopped or Decreased Use of Commute Alternatives

Table 8 and 9 show the primary reasons participants decreased use or stopped using a commute alternative. Work schedules and location changes (29% in Wave 1 and 23% in Wave 2) and losing a carpool partner (29% in Wave 1 and 20% in Wave 2) were the two primary reasons cited by participants. These were also the two primary reasons stated by participants in the original Wave 1 survey.

TABLE 8: WAVE 1 SURVEY - TOP FIVE REASONS RESPONDENTS STOPPED ALTERNATIVE MODE USE

Top Five Reasons Respondents Stopped Alternative Mode Use	% Of Total Respondents (N=136)
My work schedule/work location changed	29%
I lost my carpool partner	29%
Too inconvenient	13%
I don't like alternative mode	6%
Our schedules weren't compatible	5%

TABLE 9: WAVE 2 SURVEY - TOP FIVE REASONS RESPONDENTS STOPPED OR REDUCED ALTERNATIVE MODE USE

Top Five Reasons Respondents Stopped Alternative Mode Use	% Of Total Respondents (N=154)
My work schedule/work location changed	23%
I lost my carpool partner	20%
I wasn't receiving CFC incentive anymore	11%
Too inconvenient	10%
Other commitments before or after work	5%

Possible Programs to Motivate Additional Alternative Mode Use

CFC participants who had decreased their use of alternative modes were also asked what would get them to restart or increase their alternative mode use. As shown in Table 10 and Table 11, the majority said either a \$15 or \$30 per month gift certificate that can be redeemed for gasoline or grocery purchases. A 10% discount on purchases at area merchants was the least likely incentive to encourage participants to increase or restart use of commute alternatives.

TABLE 10: WAVE 1 SURVEY - POSSIBLE PROGRAMS TO MOTIVATE INCREASED USE

Potential Incentive Offerings		Likelihood of Increasing/ Restarting Alternative Mode Use		
		A lot more likely*	Somewhat more likely	Not more likely
10% discount on purchases at area merchants	N=149	6%	46%	48%
\$15 per month gift certificate that you redeem for gasoline or grocery purchases	N=150	37%	45%	19%
\$30 per month gift certificate that you redeem for gasoline or grocery purchases	N=150	57%	27%	16%
Random chance in a monthly drawing for a \$25 prize	N=150	9%	28%	63%
Random chance in a monthly drawing for a \$100 prize	N=150	24%	32%	45%

*The \$30 certificate "A lot more likely" response includes 55 respondents who said they were "A lot more likely" to increase alternative modes when given a \$15 certificate. The \$100 drawing "A lot more likely" response includes 14 respondents who said they were "A lot more likely" to increase alternative modes with a chance to win \$25.

TABLE 11: WAVE 2 SURVEY - POSSIBLE PROGRAMS TO MOTIVATE INCREASED USE

Potential Incentive Offerings		Likelihood of Increasing/ Restarting Alternative Mode Use		
		A lot more likely*	Somewhat more likely	Not more likely
10% discount on purchases at area merchants	N=149	13%	49%	37%
\$15 per month gift certificate that you redeem for gasoline or grocery purchases	N=150	45%	40%	15%
\$30 per month gift certificate that you redeem for gasoline or grocery purchases	N=150	63%	27%	9%
Random chance in a monthly drawing for a \$25 prize	N=149	14%	32%	54%
Random chance in a monthly drawing for a \$100 prize	N=149	30%	34%	36%

*The \$30 certificate "A lot more likely" response includes 68 respondents who said they were "A lot more likely" to increase alternative modes when given a \$15 certificate. The \$100 drawing "A lot more likely" response includes 21 respondents who said they were "A lot more likely" to increase alternative modes with a chance to win \$25.

As shown in Table 12, those who said they were likely to increase or restart alternative mode use if a 10% discount to a local area merchant were available were most interested in discounts from discount retail stores and home improvement stores.

TABLE 12: RESPONDENT INTEREST BY MERCHANT TYPE

Area Merchants	CFC Wave 1	CFC Wave 2
	% Of Total Respondents (N=78)	% Of Total Respondents (N=94)
Discount Retail Stores	78%	72%
Home Improvement Stores	71%	59%
Movie Theaters	46%	50%
Fast Food Restaurants	46%	43%
Coffee Shops	28%	22%
Personal Service Salons	13%	16%
Any of these would be fine	12%	12%

CASH FOR COMMUTERS PROGRAM PARTICIPATION END DATE

The majority of CFC Wave 2 survey respondents (80%) recalled the month their participation period ended. As shown in Tables 13 and 14, almost two-thirds of the CFC Wave 2 participants (61%) completed the program more than three months before they participated in the survey. For the CFC Wave 1 survey respondents that could remember their completion date, most had completed the program at least 9 months prior to the survey. CFC Wave 1 survey respondents were less likely to remember their program end dates due to recall issues associated with the length of time since they participated in the program.

TABLE 13: WAVE 1 SURVEY - SAMPLE PARTICIPATION PERIOD END DATE (MONTH)

Month	CFC Wave 1 N= 300
December 2002	5%
January 2003	10%
February 2003	8%
March 2003	9%
April 2003	9%
May 2003	4%
June 2003	5%
Don't Remember	50%

TABLE 14: WAVE 2 SURVEY - SAMPLE PARTICIPATION PERIOD END DATE (MONTH)

Month	CFC Wave 2 N=300
July 2003	1%
August 2003	2%
September 2003	4%
October 2003	5%
November 2003	14%
December 2003	19%
January 2004	16%
February 2004	14%
March 2004	5%
Don't Remember	20%

OTHER COMMUTE DATA

Distance from Home to Work

The average one-way commute distance is 24.4 miles for CFC Wave 1 participants and 24.8 miles for CFC Wave 2 participants. These commute distances are similar to the original CFC Wave 1 survey, which found participants to be commuting an average of 24.6 miles one way.

Work Schedules

Current Work Schedule - The majority of CFC Wave 1 and Wave 2 respondents currently work full time (98% and 98.3%, respectively). Of those who work full time, most work a standard, five-day work week. A schedule breakdown is provided in Table 15.

TABLE 15: WORK SCHEDULES

Work Schedule	CFC Wave 1 N= 300	CFC Wave 2 N=300
3/36 (36 hours over 3 days)	>1%	1%
4/40 (40 hours over 4 days)	1%	2%
9/80 (80 hours over 9 days)	2%	2%
5/40 (40 hours over 5 days, standard work schedule)	97%	95%

DEMOGRAPHIC PROFILE OF CFC SURVEY PARTICIPANTS

Gender

As shown in Table 16, more females have participated in the CFC program than males.

TABLE 16: GENDER

Gender	CFC Wave 1 N= 300	CFC Wave 2 N=300
Male	43%	46%
Female	57%	64%

Ethnic Background

As shown in Table 17, Caucasian and African-Americans represent the two largest ethnic group categories of survey respondents.

TABLE 17: ETHNIC BACKGROUND

Ethnic Group	CFC Wave 1 N= 300	CFC Wave 2 N=300
Caucasian	73%	69%
African-American	20%	22%
Asian American/Pacific Islander	5%	4%
American Indian/Native American	1%	3%
Hispanic	1%	2%
Other	>1%	>1%

Income

Table 18 provides a breakdown of survey respondents by household income category. About eight in ten respondents have household incomes of \$40,000 or more. One-third have household incomes over \$80,000.

TABLE 18: INCOME GROUP

Income	CFC Wave 1 N= 300	CFC Wave 2 N=300
Less than \$20,000	>1%	1%
\$20,000 – 29,999	3%	7%
\$30,000 – 39,999	9%	13%
\$40,000 – 59,999	25%	28%
\$60,000 – 79,999	24%	18%
\$80,000 or more	39%	33%

Employer Type

Table 19 shows the distribution of survey respondents by their employer type. The majority work in the private sector. Between 17% (Wave 2) and 25% (Wave 1) work for state/local or federal government.

TABLE 19: EMPLOYER TYPE

Employer Type	CFC Wave 1 N= 300	CFC Wave 2 N=300
Private industry	64%	71%
State/local government	20%	11%
Non-profit organization	11%	12%
Federal government	5%	6%

SECTION 5 TRAVEL AND EMISSION REDUCTIONS

PROGRAM IMPACT MEASURES

The measurement team used the following three impact measures to calculate travel and air quality emissions reductions for the CFC program:

- Vehicle Trip Reductions – Number of vehicles removed from the road daily by commuters who have made a shift to an alternative mode or increased their use of an alternative mode
- Vehicle Miles of Travel (VMT) Reductions – Number of miles of travel removed from the road daily by commuters who made a shift to an alternative mode or increased use of an alternative mode
- Emission Reductions – Daily reductions in emissions of ozone precursors nitrogen oxides (NO_x) and volatile organic compounds (VOC), expressed in terms of tons per day reduced

Tables 20 and 21 summarize the impact for Wave 1 and Wave 2 participants since the beginning of the programs and at specified time periods.

TABLE 20: CFC WAVE 1 - TRAVEL AND EMISSION REDUCTIONS (OCTOBER 2002 – APRIL 2004)

Number of CFC Wave 1 Participants			1,806
VT reduced during program (13 weeks)			
Average daily VT reduced per respondent (before-during)			(1.02) VT/day
Total VT reduced per day (VTR factor x CFC participants)			(1,835)
VT Reduced short-term post program (19 weeks)			
Average daily VT reduced per respondent (before-during)			(1.02) VT/day
Total VT reduced per day (VTR factor x CFC participants)			(1,835)
VT Reduced long-term post program (42 weeks)			
Average daily VT reduced per respondent post CFC			(0.50) VT/day
Total VT reduced per day (VTR factor x CFC participants)			(896)
Overall duration of evaluation period (mid-point of CFC enrollment period + post CFC)			74 weeks
Overall VT reduced per day (During VT x 13 wk)+(Short-term VT x 19 wk)+(Long-term VT x 42 wk)/74 wk			(1,302)
Overall VMT reduced per say			(31,766)
Adjusted VT for SOV access			(911)
Adjusted VMT for SOV access			(28,602)
Overall emissions reduced	Grams (Daily)	KG (Daily)	Tons (Daily)
NO _x reduced	(29,603)	(29.60)	(0.033)
VOC Reduced	(35,467)	(35.47)	(0.039)

TABLE 21: CFC WAVE 2 - TRAVEL AND EMISSION REDUCTIONS (MAY 2003 – APRIL 2004)

Number of CFC Wave 2 Participants			2,262
VT reduced during program (13 weeks)			
Average daily VT reduced per respondent (before-during)			(.95) VT/day
Total VT reduced per day (VTR factor x CFC participants)			(2,149)
VT reduced short-term post program – temporary (5 weeks)			
Average daily VT reduced per respondent (before-during)			(.95) VT/day
Total VT reduced per day (VTR factor x CFC participants)			(2,149)
VT reduced short-term post program – continued (17 weeks)			
Average daily VT reduced per respondent short-term post CFC			(0.61) VT/day
Total VT reduced per day (VTR factor x CFC participants)			(1,380)
Overall duration of evaluation period (mid-point of CFC enrollment period + post CFC)			35 weeks
Overall VT reduced per day			(1,775)
Overall VMT reduced per day			(44,029)
Adjusted VT for SOV access			(1,243)
Adjusted VMT for SOV access			(39,715)
Overall emissions reduced	Grams (Daily)	KG (Daily)	Tons (Daily)
NO _x reduced	(41,105)	(41.10)	(0.045)
VOC Reduced	(49,246)	(49.25)	(0.054)

Vehicle Trips and VMT Reduced

Vehicle trips reduced are measured by determining a vehicle trip reduction (VTR) factor, or the number of vehicle trips no longer made, for each survey respondent that is placed in an alternative mode. VTR factors, when multiplied by the number of participants, equal a total daily vehicle trip reduction. Multiplying the number of vehicle trips reduced by the average commute distance for each respondent results in a total daily VMT reduction.

For the CFC analysis, the VTR factors are divided into the following groups:

CFC Wave 1

- During Program VTR factor: 1.02 daily one-way VT reduced per placement
- Short-term Post Program VTR factor: 1.02 daily one-way VT reduced per placement
- Long-term Post Program VTR factor: 0.50 daily one-way VT reduced per placement

Resulting Vehicle Trip and VMT Reductions:

- Vehicle Trip Reduction 1,302 trips per day
- VMT Reduction 31,766 miles per day

CFC Wave 2

- During Program VTR factor: 0.95 daily one-way VT reduced per placement
- Short-term Post Program VTR factor: 0.95 daily one-way VT reduced per placement
- Long-term Post Program VTR factor: 0.61 daily one-way VT reduced per placement

Resulting Vehicle Trip and VMT Reductions:

- Vehicle Trip Reduction 1,775 trips per day
- VMT Reduction 44,029 miles per day

Emissions Reduced

Emissions benefits, defined as tons of pollutants reduced, are calculated by multiplying regional emission factors provided by the Georgia Department of Natural Resources, Georgia Environmental Protection Division by the amount of VMT reduced. Thirteen counties in the metropolitan Atlanta region do not meet federal air quality standards for ozone. Reducing emissions of NO_x and VOC is of particular concern in the region as these pollutants are the primary components in the formation of ozone.

For CFC Wave 1, the emissions reduced since the start of the program (October 2002) to April 2004 equal:

• NO _x	0.033 tons per day reduced	}	0.072 tons pollutants per day reduced
• VOC	0.039 tons per day reduced		

For CFC Wave 2, the emissions reduced since the start of the program (May 2003) to April 2004 equal:

• NO _x	0.045 tons per day reduced	}	0.101 tons pollutants per day reduced
• VOC	0.054 tons per day reduced		

SECTION 5 CONCLUSIONS AND RECOMMENDATIONS

The CFC incentive program is an effective strategy to encourage commuters to begin and continue using commute alternatives. Surveys of CFC participants three to six months after their program enrollment period ended revealed that more than 70% continued to use a commute alternative. The additional follow-up survey of CFC Wave 1 participants nine to 12 months later found that more than 60% continue to use a commute alternative.

Nearly half of the survey participants stated the incentive played a factor in their decision to start using a commute alternative. Eight out of ten participants reported that the CFC program was important in their decision to start using a commute alternative. Survey findings also revealed that saving money, reducing wear and tear on their cars, and traveling on congested corridors also played a significant role.

The majority of respondents indicated that outside circumstances such as changes in schedules or work locations, or the loss of a carpool partner, rather than dissatisfaction with using commute alternatives or the CFC program, were the primary reasons they reduced or stopped using a commute alternative.

The success of the CFC program clearly shows a need to continue to implement this program, along with similar programs that encourage the voluntary use of commute alternatives. While alternative mode use is still above 50% for past CFC participants, there is concern about the gradual decline in use since program enrollment, especially with the continued decline in the use of commute alternatives as indicated from CFC Wave 1 participants overtime. A third survey of CFC Wave 1 participants planned for early fall 2004 will provide further insight to whether past participants continue to decrease their use of alternative modes over time.

Those who decreased or stopped using alternative modes say that \$15-\$30 gift certificates redeemable for gasoline or grocery purchases would encourage them to restart or increase use. But as the CFC program continues to grow, and with limited funding dollars, the Atlanta TDM community may find it difficult to maintain this level of cash incentive. The Atlanta TDM Community is currently developing new regional incentive programs to encourage continued use of alternative modes and is taking these findings into consideration.

APPENDIX A – CFC WAVE 1 TRAVEL AND EMISSIONS REDUCTIONS

CFC Wave 1 Follow-Up Survey

VT, VMT and Emissions Reduction Calculation (5-25-04)

Number CFC Wave #1 participants 1,806

Three Program Time Periods

During CFC program – alt mode use by all respondents

Short-term – continued alt mode participation by all respondents

Long-term – continued alt mode participation after temporary users dropped out

VT Reduced During Program (13 weeks)

Ave daily vehicle trips per respondent <u>before</u> CFC	1.77 VT/day
Ave daily vehicle trips per respondent <u>during</u> CFC	0.75 VT/day
Ave daily VT change per respondent (before-during)	(1.02) VT/day
Total VT change/day = VTR factor x CFC participants	(1,835) VT reduced/day

VT Reduced Post Program (through April 2004)

Short-Term (19 weeks)

Ave daily vehicle trips per respondent <u>before</u> CFC	1.77 VT/day
Ave daily vehicle trips per respondent <u>during</u> CFC	0.75 VT/day
Ave daily VT change per respondent (before-during)	(1.02) VT/day
Total VT change/day = VTR factor x CFC participants	(1,835) VT reduced/day

Long-Term (42 weeks)

Ave daily vehicle trips per respondent <u>before</u> CFC	1.77 VT/day
Ave daily vehicle trips per respondent <u>during</u> CFC	0.75 VT/day
Ave daily VT change per respondent (before-during)	(1.02) VT/day
Ave daily VT change per respondent (during-post)	0.52 VT/day
Ave daily VT per respondent <u>post</u> CFC	(0.50) VT/day
Total VT change/day = VTR factor x CFC participants	(896) VT reduced/day

Ave VT change/day (account for temporary use of alt modes)

Duration of evaluation period (CFC + post CFC)	74 weeks
Duration of CFC program	13 weeks
Duration of temporary alt mode use after CFC	19 weeks
Duration of continued use after temporary drop-out	42 weeks
Ave VT Change per day	(1,302) VT reduced/day
(Dur VT x 13 wk)+(ST VT x 19 wk)+(LT VT x 42 wk))/74 wk	

VMT Change per day

Ave one-way travel distance	24.4
VMT reduced/day = VT reduced x ave travel distance	(31,766) VMT reduced/day

Adjust VT/VMT for SOV Access

Percent SOV Access	30%
Adjusted VT reduced	(911) Adj. VT red./day
Access distance (miles)	8.1
Adjusted VMT reduced	(28,602) Adj. VMT red./day

Emissions Reduced

	Grams (Daily)	KG (Daily)	Tons (Daily)
Nox Reduced	(29,603)	(29.60)	(0.033)
VOC Reduced	(35,467)	(35.47)	(0.039)

Emissions Reduced Since Start of Program (October 2002) to Time of Survey (April 2004)

	Grams	KG	Tons
Nox Reduced	(11,101,286)	(11,101)	(12.24)
VOC Reduced	(13,300,091)	(13,300)	(14.66)

APPENDIX A CONTINUED – CFC WAVE 2 TRAVEL AND EMISSIONS REDUCTIONS

CFC Wave 2 Survey

VT, VMT and Emissions Reduction Calculation (5-26-04)

Number CFC Wave #2 participants 2,262

Three Program Time Periods

During CFC program - alt mode use by all respondents

Temporary post CFC - post program alt mode participation by both cont. and temporary users

Continued post CFC - continued alt mode participation after temporary users dropped out

VT Reduced During Program (13 weeks)

Ave daily VT change per respondent (before-during) (0.95) VT/day

Total VT change/day = VTR factor x CFC participants (2,149) VT reduced/day

VT Reduced Post Program (through April 2004)

Temporary Period (5 weeks)

Ave daily VT change per respondent (before-during) (0.95) VT/day

Total VT change/day = VTR factor x CFC participants (2,149) VT reduced/day

Continued Period (17 weeks)

Ave daily VT change per respondent (before-during) (0.95) VT/day

Ave daily VT change per respondent (during-post) 0.34 VT/day

Ave daily VT per respondent post CFC (0.61) VT/day

Total VT change/day = VTR factor x CFC participants (1,380) VT reduced/day

Ave VT change/day (account for temporary use of alt modes)

Duration of evaluation period (CFC + post CFC) 35 weeks

Duration of CFC program 13 weeks

Duration of temporary alt mode use after CFC 5 weeks

Duration of continued use after temporary drop-out 17 weeks

Ave VT Change per day (1,775) VT reduced/day

(Dur VT x 13 wk)+(Temp VT x 5 wk)+(Cont VT x 17wk)/35 wk

VMT Change per day

Ave one-way travel distance 24.8

VMT reduced/day = VT reduced x ave travel distance (44,029) VMT reduced/day

Adjust VT/VMT for SOV Access

Percent SOV Access 30%

Adjusted VT reduced (1,243) Adj. VT reduced/day

Access distance (miles) 8.1

Adjusted VMT reduced (39,715) Adj. VMT red./day

Emissions Reduced

	Grams (Daily)	KG (Daily)	Tons (Daily)
NOx Reduced	(41,105)	(41.10)	(0.045)
VOC Reduced	(49,246)	(49.25)	(0.054)

Emissions Reduced Since Start of Program (May 2003) to Time of Survey (April 2004)

	Grams	KG	Tons
NOx Reduced	(9,269,069)	(9,269)	(10.22)
VOC Reduced	(11,104,971)	(11,105)	(12.24)

APPENDIX B – CFC WAVE 1 SURVEY QUESTIONNAIRE

Hello, may I speak to _____? (NAME FROM THE SCREEN)

My name is _____ calling from CIC Research on behalf of the Georgia Department of Transportation and The Clean Air Campaign. We selected your name at random from the list of commuters who participated in the \$3 per day Cash for Commuters incentive program sponsored by The Clean Air Campaign during 2002 and 2003. Today we're conducting a short follow-up survey to learn about your experience with the Cash for Commuters program. The survey takes less than 10 minutes and your responses will remain confidential. Can you help us out?

Q1 First, do you remember participating in the \$3 per day Cash for Commuters incentive program.

- 1 Yes
- 2 No (THANK AND TERMINATE)
- 3 Don't Remember (THANK AND TERMINATE)

Q2 And I understand your 3-month enrollment period has ended. Is this correct?

- 1 Yes
- 2 No (THANK AND TERMINATE)
- 3 Don't Remember (THANK AND TERMINATE)

Q3 In what month did it end?

- 1 December 2002
- 2 January 2003
- 3 February 2003
- 4 March 2003
- 5 April 2003
- 6 May 2003
- 7 June 2003
- 8 Don't Remember

COMMUTE PATTERNS

Now, I'd like to ask some questions about your commute during two time periods. I'll ask first about your commute now, then about your commute during the time you were enrolled in the Cash for Commuters program.

General Work Schedule

- Q4 Let's start with your current travel to and from work. If you work more than one job, please answer about your travel to your primary job. First, in a typical week, how many days are you assigned to work?

_____ days

_____ Not currently working (**THANK AND TERMINATE**)

- Q5 *And how many miles do you usually travel from home to work ONE WAY? (IF DIFFERENT ROUTES OR DIFFERENT MODES say: Well, what would you say is your average ONE WAY commuting distance?)*

_____ one way miles

- Q6 Now I have a few questions about your work week. Do you currently work full-time or part-time?

- 1 Full-time (35 hrs or more) (CONTINUE)
- 2 Part-time (less than 35 hrs) (SKIP TO Q8)
- 3 Other (SPECIFY _____) (SKIP TO Q8)

- Q7 Some employees work a compressed schedule, for example, a full-time work week in fewer than five days. In a typical week, do you use any of the following compressed schedules? (READ RESPONSES 1 - 3)

- 1 4/40 (4 10-hour days per week, 40 hours)
- 2 9/80 (9 days every 2 weeks, 80 hours)
- 3 3/36 (3 12-hour days per week, 36 hours)
- 4 Other (SPECIFY _____)
- 5 No, I work a 5-day, full-time schedule; can be flex-time or telework

- Q8 Next, I'm going to ask about your travel to work. First, would you consider last week to be a typical commuting week?

- 1 yes (ASK Q9, THEN SKIP TO Q11) 2 no (SKIP TO Q10)

Current Commute

Q9 Now, thinking about LAST WEEK, how did you get to work each day. Let's start with Monday?... How about Tuesday?... Wednesday? ... Thursday?... Friday?

(IF Q7 = 1, 2, OR 3 AND RESPONDENT DOES NOT MENTION "CWS day off" (RESPONSE 1), ASK:) "You said you typically work a compressed work schedule. Did you have a compressed work schedule day off last week?"

(IF ALL DAYS IN Q4 ARE ACCOUNTED FOR BY MODES 1-9 IN Q9, CATI WILL AUTOFILL SAT & SUN WITH CODE 10 AND SKIP TO Q11; OTHERWISE CONTINUE)

Are you regularly assigned to work on Saturday or Sunday? (IF YES, ASK) "and how did you travel to work on these days? (AND RECORD ANSWER AS GIVEN.)

(IF RESPONDENT IS NOT ASSIGNED TO WORK ON SATURDAY OR SUNDAY, RECORD "DID NOT WORK")

(IF RESPONDENT MENTIONS TWO MODES FOR ANY DAY, SAY, which type of transportation did you use for the longest distance portion of your trip?).

(IF RESPONDENT MENTIONS “TELEWORK / TELECOMMUTE” OR “COMPRESSED WORK SCHEDULE DAY OFF” FOR SATURDAY OR SUNDAY, SAY):, Is this a regularly assigned work day for you? (IF “YES,” RECORD ANSWER AS GIVEN. IF “NO,” RECORD “DID NOT WORK.”)

(IF ALL DAYS IN Q4 ARE ACCOUNTED FOR BY MODES 1-9 IN Q9 BEFORE ALL DAYS ARE COUNTED, ASK): You said you typically work only (number of days reported in Q4) per week. Were the days I haven’t asked you about regular days off for you last week? (IF RESPONSE IS YES, CATI WILL AUTOFILL REMAINING DAYS WITH CODE 10; OTHERWISE CONTINUE AND RECORD MODES USED FOR THOSE DAYS)

(IF RESPONDENT MENTIONS “SICK, VACATION, HOLIDAY” (RESPONSE 11) FOR ANY DAY, CODE RESPONSE 11, THEN ASK): “If you had worked that day, how would you likely have traveled to work?” AND CODE ADDITIONAL MODE RESPONSE FOR THAT DAY.)

Mode/days used last week	Mode Used Monday – Sunday						
	M	Tu	W	Th	F	Sa	Su
1 Compressed work schedule day off	M	Tu	W	Th	F	Sa	Su
2 Telework / Telecommute	M	Tu	W	Th	F	Sa	Su
3 drive alone in your car or motorcycle	M	Tu	W	Th	F	Sa	Su
4 carpool, including w/family member 16 or older	M	Tu	W	Th	F	Sa	Su
5 vanpool with co-workers or others who work nearby	M	Tu	W	Th	F	Sa	Su
6 ride a bus or shuttle	M	Tu	W	Th	F	Sa	Su
7 ride a MARTA train	M	Tu	W	Th	F	Sa	Su
8 walk	M	Tu	W	Th	F	Sa	Su
9 bicycle	M	Tu	W	Th	F	Sa	Su
10 Did not work – regular day off (non-CWS)	M	Tu	W	Th	F	Sa	Su
11 Did not work – sick, vacation, holiday, other non-regular day off, non-CWS day off (PROMPT FOR TRAVEL ON NON-SICK,VACATION, HOLIDAY DAY OFF)	M	Tu	W	Th	F	Sa	Su

SKIP TO Q11

Q10 Thinking about a TYPICAL WORK WEEK, how many days would you usually ...?

(IF Q7 = 1, 2, OR 3 ASK RESPONSE 1, OTHERWISE, SKIP TO RESPONSE 2)

(WHEN NUMBER OF DAYS REPORTED IN Q10 = NUMBER OF DAYS REPORTED IN Q4, DISCONTINUE LISTING MODES (REMAINING DAYS WILL BE RECORDED AS "DID NOT WORK"))

Mode/days typically used per week	Use mode - number of days							
	0	1	2	3	4	5	6	7
1 Have a compressed work schedule day off	0	1	2	3	4	5	6	7
2 Telework / Telecommute	0	1	2	3	4	5	6	7
3 drive alone in your car or motorcycle	0	1	2	3	4	5	6	7
4 carpool, including w/family member 16 or older	0	1	2	3	4	5	6	7
5 vanpool with co-workers or others who work nearby	0	1	2	3	4	5	6	7
6 ride a bus or shuttle	0	1	2	3	4	5	6	7
7 ride a MARTA train	0	1	2	3	4	5	6	7
8 walk	0	1	2	3	4	5	6	7
9 bicycle	0	1	2	3	4	5	6	7
10 Not work – regular day off (non-CWS)	0	1	2	3	4	5	6	7

Note: Use carpool and vanpool occupancy from placement survey

Note: Use DA Access percentage and distance from placement survey

Commute During the Incentive

Now think back to the time you were enrolled in the \$3 per day Cash for Commuters incentive programs. I believe that would be the time during (month1, month2, month3 mentioned in Q3), correct?

Q11 During those months, how many days per week were you assigned to work?

_____ days

Q12 During the time you were getting the incentive, did you work full-time or part-time?

- 1 Full-time (35 hrs or more) (CONTINUE)
- 2 Part-time (less than 35 hrs) (SKIP TO Q14)
- 3 Other (SPECIFY _____) (SKIP TO Q14)

Q13 And in a typical week during that time, did you use any of the following compressed schedules? (READ RESPONSES 1 - 3)

- 1 4/40 (4 10-hour days per week, 40 hours)
- 2 9/80 (9 days every 2 weeks, 80 hours)
- 3 3/36 (3 12-hour days per week, 36 hours)
- 4 Other (SPECIFY _____)
- 5 No, I worked a standard, 5-day, 40-hour, full-time schedule

Q14 Thinking about the months you were in the Cash for Commuters program, in a TYPICAL WORK WEEK, what type or types of transportation did you use to get to work?

(PROGRAMMER, LIST MODES FOR USE IN Q15) IF Q13 = 1, 2, OR 3, ADD “CWS day off” TO LIST OF MODES FOR Q15).

(IF “CWS DAY OFF” IS IN Q14 LIST, ASK FIRST:) “How many compressed schedule days do you typically have off in a week?”

THEN FOR EACH OTHER MODE MENTIONED IN Q14, ASK...

Q15. About how many days per week did you use <MODE FROM Q14>??

(IF SUM OF DAYS FROM Q15 NE Q11, ASK) “And how did you commute on other days you were assigned to work?”

(IF Q9 OR Q10 = 2 AND RESPONDENT DOES NOT MENTION "Telecommute/telework" (RESPONSE 2), ASK:) “You said you typically telecommute now. Did you telecommute during the time you participated in the incentive program?”

WHEN NUMBER OF DAYS REPORTED IN Q15 = NUMBER OF DAYS REPORTED IN Q11, CODE REMAINING DAYS AS “DID NOT WORK” TO EQUAL SEVEN DAYS REPORTED IN Q15.

<u>Mode/days typically used per week</u>	Use mode - number of days							
	0	1	2	3	4	5	6	7
1 Compressed work schedule day off	0	1	2	3	4	5	6	7
2 Telework / Telecommute	0	1	2	3	4	5	6	7
3 drive alone in your car or motorcycle	0	1	2	3	4	5	6	7
4 carpool, including w/family member 16 or older	0	1	2	3	4	5	6	7
5 vanpool with co-workers or others who work nearby	0	1	2	3	4	5	6	7
6 ride a bus or shuttle	0	1	2	3	4	5	6	7
7 ride a train or subway	0	1	2	3	4	5	6	7
8 walk	0	1	2	3	4	5	6	7
9 bicycle	0	1	2	3	4	5	6	7
10 Did not work – regular day off, non-CWS	0	1	2	3	4	5	6	7

Note: Use carpool and vanpool occupancy from placement survey

Note: Use DA Access percentage and distance from placement survey

TEST TO COMPARE ALT MODE USE DURING ENROLLMENT PERIOD (Q15) TO CURRENT ALT MODE USE (Q9/Q10)

DEFINE ALT MODES THAT RESPONDENT CONTINUED USING AT SAME OR HIGHER FREQUENCY

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A “CONT_MODE” BOTH CURRENT MODE (Q9 OR Q10) AND DURING MODE (Q15) > 0

IF Q9 OR Q10, RESPONSE 2 ≥ Q15, RESPONSE 2, CONT_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4 ≥ Q15, RESPONSE 4, CONT_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 6 ≥ Q15, RESPONSE 6, CONT_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7 ≥ Q15, RESPONSE 7, CONT_MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8 ≥ Q15, RESPONSE 8, CONT_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9 ≥ Q15, RESPONSE 9, CONT_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT CONTINUED USING BUT AT REDUCED FREQUENCY

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A “REDUCE_MODE” BOTH CURRENT MODE (Q9 OR Q10) AND DURING MODE (Q15) > 0

IF Q9 OR Q10, RESPONSE 2 < Q15, RESPONSE 2, REDUCE_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4 < Q15, RESPONSE 4, REDUCE_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 6 < Q15, RESPONSE 6, REDUCE_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7 < Q15, RESPONSE 7, REDUCE_MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8 < Q15, RESPONSE 8, REDUCE_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9 < Q15, RESPONSE 9, REDUCE_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT STOPPED USING

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A “STOP_MODE”

IF Q9 OR Q10, RESPONSE 2=0 AND Q15, RESPONSE 2>0, STOP_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4=0 AND Q15, RESPONSE 4>0, STOP_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 6=0 AND Q15, RESPONSE 6>0, STOP_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7=0 AND Q15, RESPONSE 7>0, STOP_MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8=0 AND Q15, RESPONSE 8>0, STOP_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9=0 AND Q15, RESPONSE 9>0, STOP_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT STARTED (NEW MODES)

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A “NEW_MODE”

IF Q9 OR Q10, RESPONSE 1>0 AND Q15, RESPONSE 1=0, NEW_MODE= WORKING A COMPRESSED WORK SCHEDULE
IF Q9 OR Q10, RESPONSE 2>0 AND Q15, RESPONSE 2=0, NEW_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4>0 AND Q15, RESPONSE 4=0, NEW_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 5>0 AND Q15, RESPONSE 5=0, NEW_MODE= VANPOOLING
IF Q9 OR Q10, RESPONSE 6>0 AND Q15, RESPONSE 6=0, NEW_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7>0 AND Q15, RESPONSE 7=0, NEW_MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8>0 AND Q15, RESPONSE 8=0, NEW_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9>0 AND Q15, RESPONSE 9=0, NEW_MODE= BIKING

Stop Mode

IF RESPONDENT HAS ONE OR MORE "STOP_MODE," ASK Q16 TO Q18 FOR EACH STOP_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q19

Q16 You said you stopped using <STOP_MODE> since you completed the Cash for Commuters program. How long did you continue to use <STOP_MODE> after you stopped receiving the \$3 per day incentive?

_____ WEEKS (SKIP TO Q18) [IF RESPONDENT ANSWERS IN MONTHS,
CONVERT RESPONSE TO WEEKS]

_____ Still use alt mode occasionally (ASK Q17)

Q17 How many days would you say you're now <STOP_MODE> in a typical **month**?

_____ DAYS PER MONTH

SKIP TO INSTRUCTIONS BEFORE Q19

Q18 What were the primary reasons you stopped using <STOP_MODE>? (DO NOT READ RESPONSES)

- 1 I wasn't receiving start-up program incentive anymore
- 2 Lost my carpool partner
- 3 I started using another alternative mode
- 4 My work schedule/work location changed
- 5 Other options became available (got car, got free parking, etc.)
- 6 I had other commitments to attend to be before/after work
- 7 I had errands to run during my work day
- 8 I don't like teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <STOP_MODE>
- 9 Too inconvenient
- 10 Too expensive
- 11 Dissatisfied with the \$3 per day Cash for Commuters program
- 12 Other (SPECIFY _____)
- 13 Don't know/refused

Continue Mode

IF RESPONDENT HAS ONE OR MORE "CONT_MODE," ASK Q19 FOR EACH CONT_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q20

Q19 What are the primary reasons you continued to <CONT_MODE> after you stopped receiving the \$3 per day incentive? (DO NOT READ RESPONSES)

- 1 I enjoy teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <CONT_MODE>
- 2 I became more environmentally aware/responsible
- 3 More convenient for me to continue
- 4 I like the incentives my employer offers/my employer offered more incentives
- 5 I no longer have a car/parking available to me
- 6 My work schedule/location changed
- 7 Too expensive not to telework, work a compressed schedule, carpool, vanpool, ride a bus, ride a train, walk, bike <CONT_MODE>
- 8 I like the savings I get from teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <CONT_MODE>
- 9 Traffic on the freeway(s) is worse
- 10 HOV/toll lanes
- 11 People I carpool with kept the same number of days they carpool
- 12 Other (SPECIFY _____)
- 13 Don't know/refused

Reduce Mode

IF RESPONDENT HAS ONE OR MORE "REDUCE_MODE," ASK Q20 FOR EACH REDUCE_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q21

Q20 What are the primary reasons you continued <REDUCE_MODE> after you stopped receiving the \$3 per day incentive? (DO NOT READ RESPONSES)

- 1 I enjoy teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking < REDUCE_MODE>
- 2 I became more environmentally aware/responsible
- 3 More convenient for me to continue
- 4 I like the incentives my employer offers/my employer offered more incentives
- 5 I no longer have a car/parking available to me
- 6 My work schedule/location changed
- 7 Too expensive not to telework, work a compressed schedule, carpool, vanpool, ride a bus, ride a train, walk, bike < REDUCE_MODE>
- 8 I like the savings I get from teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking < REDUCE_MODE>
- 9 Traffic on the freeway(s) is worse
- 10 HOV/toll lanes
- 11 People I carpool with kept the same number of days they carpool
- 12 Other (SPECIFY _____)
- 13 Don't know/refused

New Mode

IF RESPONDENT HAS ONE OR MORE "NEW_MODE," ASK Q21 TO Q22 FOR EACH NEW_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q23

Q21 You said that you now use <NEW_MODE> but you were not using <NEW_MODE> while you were in the Cash for Commuters Program. How did you learn about this commute option? (DO NOT READ RESPONSES)

- 1 Brochure/promo materials
- 2 The Clean Air Campaign, CAC
- 3 TMA
- 4 Bus/train sign
- 5 Employer
- 6 Transportation/rideshare fair or on-site event
- 7 Internet
- 8 Radio
- 9 Word of mouth, referral
- 10 Always knew about it
- 11 Other (specify)
- 12 Don't know/refused

Q22 What are the primary reasons you started to use <NEW_MODE>? (DO NOT READ RESPONSES)

- 1 I enjoy teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <NEW_MODE>
- 2 I became more environmentally aware/responsible
- 3 More convenient for me to commute this way
- 4 I like the incentives my employer offers/my employer offered more incentives
- 5 I no longer have a car/parking available to me
- 6 My work schedule/location changed
- 7 My employer required that I start working a compressed schedule
- 8 My employer now permits me to telework
- 9 Too expensive not to telework, work a compressed schedule, carpool, vanpool, ride a bus, ride a train, walk, bike <NEW_MODE>.
- 10 I like the savings I get from teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <NEW_MODE>
- 11 Traffic on the freeway(s) is worse
- 12 HOV/toll lanes
- 13 People I carpool with kept the same number of days they carpool
- 14 Other (SPECIFY _____)
- 15 Don't know/refused

Test New Incentive Program

ASK OF RESPONDENTS WHO USE CP, VP, BUS, TRAIN, WALK, OR BIKE 0 TO 3 DAYS PER WEEK (Q9 OR Q10)

PROGRAMMER: CREATE NEW VARIABLE "ALT_DAYS"

ALT_DAYS = TOTAL DAYS CURRENTLY USING ANY OF THE FOLLOWING ALTERNATIVE MODES IN Q9/Q10: CARPOOL (4), VANPOOL (5), BUS (6), TRAIN (7), WALK (8), BIKE (9)

IF ALT_DAYS = 0, 1, 2, or 3, CONTINUE
OTHERWISE, SKIP TO Q30

Q23 Now I'm going to read you a list of several programs that might be offered in the Atlanta region to people who use a type of transportation other than driving alone to work. By that I mean people who use a carpool, vanpool, bus, train, walk, or bicycle to get to and from work. As I read each of these programs, please tell me if it would encourage you to use another type of transportation more often than driving alone for your trip to work ((IF ALT_MODE = CARPOOL (4) in Q9/Q10 READ) or encourage you to add an additional rider to your carpool).

First, a discount card that offers 10% discounts on purchases at area merchants. Would this discount program make you...a lot more likely, somewhat more likely, or not more likely to (If ALT_MODE = CARPOOL (4) in Q9/Q10) add a rider to your carpool or) use another type of transportation more often than driving alone for your trip to work.

- 1 A lot more likely
- 2 Somewhat more likely
- 3 Not more likely (SKIP TO Q25)
- 9 Don't know (DO NOT READ) (SKIP TO Q25)

Q24 Now I'm going to read you a list of area merchants by category. Can you tell me from which of the following categories of area merchants you would like to receive a discount card? (READ; CHECK ALL THAT APPLY)

- 1 Category 1: Movie Theaters like AMC or Regal
- 2 Category 2: Discount retail stores like Walmart or Target
- 3 Category 3: Coffee shops like Starbucks
- 4 Category 4: Home improvement stores like Home Depot or Lowe's
- 5 Category 5: Fast food restaurant like Chik-Fil-A
- 6 Category 6: Personal service salons like a Super Cuts or Great Clips
- 7 Any of these would be fine
- 8 None of these would be good for me

Q25 Next, a \$15 per month gift certificate that you could redeem for gasoline or grocery purchases. Would this gift certificate make you... a lot more likely, somewhat more likely, or not more likely to ((If ALT_MODE = CARPOOL (4) in Q9/Q10) add a rider to your carpool or) use another type of transportation other than driving alone?

- 1 A lot more likely (SKIP TO Q27)
- 2 Somewhat more likely
- 3 Not more likely
- 9 Don't know (DO NOT READ)

Q26 What about a \$30 per month gift certificate? (Optional: Would this gift certificate make you... a lot more likely, somewhat more likely, or not more likely to (If ALT_MODE =

CARPOOL (4) in Q9/Q10) add a rider to your carpool or) use another type of transportation more often than driving alone for your trip to work.)

- 1 A lot more likely (SKIP TO Q27)
- 2 Somewhat more likely
- 3 Not more likely
- 9 Don't know (DO NOT READ)

Q27 Next, a random chance in a monthly drawing for a \$25 prize.

- 1 A lot more likely (SKIP TO Q29)
- 2 Somewhat more likely
- 3 Not more likely
- 9 Don't know (DO NOT READ)

Q28 How about a monthly random drawing for a \$100 prize.

- 1 A lot more likely
- 2 Somewhat more likely
- 3 Not more likely
- 9 Don't know (DO NOT READ)

Q29 Finally, would you be willing to take a few minutes each work day to record your travel to and from work on an Internet system if that would make you eligible to receive incentives or rewards such as those described above?

- 1 Yes
- 2 No
- 3 Internet is not available to me
- 9 Don't know/Refused (DO NOT READ)

Demographics

Now just a few last questions to help us group your answers with those of others

- Q30 Do you work for government, private industry, or a non-profit group or organization?
- 1 Federal government
 - 2 State or local government
 - 3 Private company
 - 4 Non-profit organization
 - 5 Other, not sure (VOLUNTEERED) (SPECIFY _____)
 - 9 Refused (VOLUNTEERED)
- Q31 Which of the following best describes your ethnic background. Is it . . . (READ CHOICES)
- 1 African American/Black American
 - 2 American Indian/Native American
 - 3 Asian American/Pacific Islander
 - 4 Caucasian/White
 - 5 Hispanic American/Latino
 - 6 Other (VOLUNTEERED) (SPECIFY _____)
 - 9 Refused (VOLUNTEERED)
- Q32 And finally, which category includes your average household yearly income? Please stop me when I read the total category that best describes your total household income. (READ CHOICES)
- 1 Under \$10,000
 - 2 \$10,000 but less than \$20,000
 - 3 \$20,000 but less than \$30,000
 - 4 \$30,000 but less than \$40,000
 - 5 \$40,000 but less than \$50,000
 - 6 \$50,000 but less than \$60,000
 - 7 \$60,000 but less than \$70,000
 - 8 \$70,000 but less than \$80,000
 - 9 \$80,000 but less than \$90,000
 - 10 \$90,000 but less than \$100,000
 - 11 \$100,000 or more
 - 99 Refused (VOLUNTEERED)

Thank you very much for your time and cooperation!

(DO NOT READ:)

- Q33 Was person interviewed a male or female?
- 1 Male
 - 2 Female

APPENDIX B CONTINUED – CFC WAVE 2 SURVEY QUESTIONNAIRE

Hello, may I speak to _____? (NAME FROM THE SCREEN)

My name is _____ calling from CIC Research on behalf of the Georgia Department of Transportation and The Clean Air Campaign. We selected your name at random from the list of commuters who participated in the \$3 per day Cash for Commuters incentive program sponsored by The Clean Air Campaign during 2003. Today we're conducting a short survey to learn about your experience with the Cash for Commuters program. The survey takes less than 10 minutes and your responses will remain confidential. Can you help us out?

Q1 First, do you remember participating in the \$3 per day Cash for Commuters incentive program.

- 1 Yes
- 2 No (THANK AND TERMINATE)
- 3 Don't Remember (THANK AND TERMINATE)

Q2 And I understand your 3-month enrollment period has ended. Is this correct?

- 1 Yes
- 2 No (THANK AND TERMINATE)
- 3 Don't Remember (THANK AND TERMINATE)

Q3 In what month did it end?

- 1 July 2003
- 2 August 2003
- 3 September 2003
- 4 October 2003
- 5 November 2003
- 6 December 2003
- 7 January 2004
- 8 February 2004
- 9 March 2004
- 10 Don't Remember

COMMUTE PATTERNS

Now, I'd like to ask some questions about your commute during three time periods. I'll ask first about your commute now, then about your commute during the time you were enrolled in the Cash for Commuters program, and finally about your commute before you enrolled in the program.

General Work Schedule

Q4 Let's start with your current travel to and from work. If you work more than one job, please answer about your travel to your primary job. First, in a typical week, how many days are you assigned to work?

_____ days
_____ Not currently working (THANK AND TERMINATE)

Q5 And how many miles do you usually travel from home to work ONE WAY? (IF DIFFERENT ROUTES OR DIFFERENT MODES say: Well, what would you say is your average ONE WAY commuting distance?)

_____ one way miles

Q6 Now I have a few questions about your work week. Do you currently work full-time or part-time?

- 1 Full-time (35 hrs or more) (CONTINUE)
- 2 Part-time (less than 35 hrs) (SKIP TO Q8)
- 3 Other (SPECIFY _____) (SKIP TO Q8)

Q7 Some employers have non-standard or compressed work schedules (e.g., full-time work week in fewer than five days). In a typical week, do you use any of the following nonstandard or compressed schedules? (READ RESPONSES 1 - 3)

- 1 4/40 (4 10-hour days per week, 40 hours)
- 2 9/80 (9 days every 2 weeks, 80 hours)
- 3 3/36 (3 12-hour days per week, 36 hours)
- 4 Other (SPECIFY _____)
- 5 No, I work a 5-day, full-time schedule; can be flex-time or telework

Q8 Next, I'm going to ask about your travel to work. First, would you consider last week to be a typical commuting week?

- 1 yes (ASK Q9, THEN SKIP TO Q11)
- 2 no (SKIP TO Q10)

Current Commute

Q9 Now, thinking about LAST WEEK, how did you get to work each day. Let's start with Monday?... How about Tuesday?... Wednesday? ... Thursday?... Friday?

(IF Q7 = 1, 2, OR 3 AND RESPONDENT DOES NOT MENTION "CWS day off" (RESPONSE 1), ASK:) "You said you typically work a compressed work schedule. Did you have a compressed work schedule day off last week?"

(IF ALL DAYS IN Q4 ARE ACCOUNTED FOR BY MODES 1-9 IN Q9, CATI WILL AUTOFILL SAT & SUN WITH CODE 10 AND SKIP TO Q11; OTHERWISE CONTINUE)

Are you regularly assigned to work on Saturday or Sunday? (IF YES, ASK) "and how did you travel to work on these days? (AND RECORD ANSWER AS GIVEN.)

(IF RESPONDENT IS NOT ASSIGNED TO WORK ON SATURDAY OR SUNDAY, RECORD “DID NOT WORK”)

(IF RESPONDENT MENTIONS TWO MODES FOR ANY DAY, SAY, which type of transportation did you use for the longest distance portion of your trip?).

(IF RESPONDENT MENTIONS “TELEWORK / TELECOMMUTE” OR “COMPRESSED WORK SCHEDULE DAY OFF” FOR SATURDAY OR SUNDAY, SAY);, Is this a regularly assigned work day for you? (IF “YES,” RECORD ANSWER AS GIVEN. IF “NO,” RECORD “DID NOT WORK.”)

(IF ALL DAYS IN Q4 ARE ACCOUNTED FOR BY MODES 1-9 IN Q9 BEFORE ALL DAYS ARE COUNTED, ASK): You said you typically work only (number of days reported in Q4) per week. Were the days I haven’t asked you about regular days off for you last week? (IF RESPONSE IS YES, CATI WILL AUTOFILL REMAINING DAYS WITH CODE 10; OTHERWISE CONTINUE AND RECORD MODES USED FOR THOSE DAYS)

(IF RESPONDENT MENTIONS “SICK, VACATION, HOLIDAY” (RESPONSE 11) FOR ANY DAY, CODE RESPONSE 11, THEN ASK): “If you had worked that day, how would you likely have traveled to work?” AND CODE ADDITIONAL MODE RESPONSE FOR THAT DAY.)

Mode/days used last week	Mode Used Monday – Sunday						
	M	Tu	W	Th	F	Sa	Su
1 Compressed work schedule day off	M	Tu	W	Th	F	Sa	Su
2 Telework / Telecommute	M	Tu	W	Th	F	Sa	Su
3 drive alone in your car or motorcycle	M	Tu	W	Th	F	Sa	Su
4 carpool, including w/family member 16 or older	M	Tu	W	Th	F	Sa	Su
5 vanpool with co-workers or others who work nearby	M	Tu	W	Th	F	Sa	Su
6 ride a bus or shuttle	M	Tu	W	Th	F	Sa	Su
7 ride a MARTA train	M	Tu	W	Th	F	Sa	Su
8 walk	M	Tu	W	Th	F	Sa	Su
9 bicycle	M	Tu	W	Th	F	Sa	Su
10 Did not work – regular day off (non-CWS)	M	Tu	W	Th	F	Sa	Su
11 Did not work – sick, vacation, holiday, other non-regular day off, non-CWS day off (PROMPT FOR TRAVEL ON NON-SICK,VACATION, HOLIDAY DAY OFF)	M	Tu	W	Th	F	Sa	Su

SKIP TO Q11

Q10 Thinking about a TYPICAL WORK WEEK, how many days would you usually ...?

(IF Q7 = 1, 2, OR 3 ASK RESPONSE 1, OTHERWISE, SKIP TO RESPONSE 2)

(WHEN NUMBER OF DAYS REPORTED IN Q10 = NUMBER OF DAYS REPORTED IN Q4, DISCONTINUE LISTING MODES (REMAINING DAYS WILL BE RECORDED AS "DID NOT WORK"))

Mode/days typically used per week	Use mode - number of days							
	0	1	2	3	4	5	6	7
1 Have a compressed work schedule day off	0	1	2	3	4	5	6	7
2 Telework / Telecommute	0	1	2	3	4	5	6	7
3 drive alone in your car or motorcycle	0	1	2	3	4	5	6	7
4 carpool, including w/family member 16 or older	0	1	2	3	4	5	6	7
5 vanpool with co-workers or others who work nearby	0	1	2	3	4	5	6	7
6 ride a bus or shuttle	0	1	2	3	4	5	6	7
7 ride a MARTA train	0	1	2	3	4	5	6	7
8 walk	0	1	2	3	4	5	6	7
9 bicycle	0	1	2	3	4	5	6	7
10 Not work – regular day off (non-CWS)	0	1	2	3	4	5	6	7

Note: Use carpool and vanpool occupancy from placement survey

Note: Use DA Access percentage and distance from placement survey

Commute During the Incentive

Now think back to the time you were enrolled in the \$3 per day Cash for Commuters incentive programs. I believe that would be the time during (month1, month2, month3 mentioned in Q3), correct?

Q11 During those months, how many days per week were you assigned to work?

____ days

Q12 During the time you were getting the incentive, did you work full-time or part-time?

- 1 Full-time (35 hrs or more) (CONTINUE)
- 2 Part-time (less than 35 hrs) (SKIP TO Q14)
- 3 Other (SPECIFY _____) (SKIP TO Q14)

Q13 And in a typical week during that time, did you use any of the following nonstandard or compressed schedules? (READ RESPONSES 1 - 3)

- 1 4/40 (4 10-hour days per week, 40 hours)
- 2 9/80 (9 days every 2 weeks, 80 hours)
- 3 3/36 (3 12-hour days per week, 36 hours)
- 4 Other (SPECIFY _____)
- 5 No, I worked a standard, 5-day, 40-hour, full-time schedule

Q14 Thinking about a TYPICAL WORK WEEK during the months you were in the Cash for Commuters program, how many days per week would you usually ...?

(IF Q13 = 1, 2, OR 3 ASK RESPONSE 1, OTHERWISE, SKIP TO RESPONSE 2)

(WHEN NUMBER OF DAYS REPORTED IN Q12 = NUMBER OF DAYS REPORTED IN Q11, DISCONTINUE LISTING MODES (REMAINING DAYS WILL BE RECORDED AS “DID NOT WORK”)

Mode/days typically used per week	Use mode - number of days							
	0	1	2	3	4	5	6	7
1 Compressed work schedule day off	0	1	2	3	4	5	6	7
2 Telework / Telecommute	0	1	2	3	4	5	6	7
3 drive alone in your car or motorcycle	0	1	2	3	4	5	6	7
4 carpool, including w/family member 16 or older	0	1	2	3	4	5	6	7
5 vanpool with co-workers or others who work nearby	0	1	2	3	4	5	6	7
6 ride a bus or shuttle	0	1	2	3	4	5	6	7
7 ride a train or subway	0	1	2	3	4	5	6	7
8 walk	0	1	2	3	4	5	6	7
9 bicycle	0	1	2	3	4	5	6	7
10 Did not work – regular day off, non-CWS	0	1	2	3	4	5	6	7

Note: Use carpool and vanpool occupancy from placement survey

Note: Use DA Access percentage and distance from placement survey

TEST TO COMPARE ALT MODE USE DURING ENROLLMENT PERIOD (Q14) TO CURRENT ALT MODE USE (Q9/Q10)

**DEFINE ALT MODE USED MOST FREQUENTLY IN Q14 = PRIMARY ALT MODE
IF VANPOOLING IS ALT MODE USED MOST FREQUENTLY, DEFINE PRIMARY ALT MODE AS ALT MODE USED NEXT MOST FREQUENTLY. IF NO OTHER ALT MODE, PRIMARY ALT MODE = NONE.**

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A “CONT_MODE” BOTH CURRENT MODE (Q9 OR Q10) AND DURING MODE (Q14) > 0

IF (Q9 OR Q10, RESPONSE 2 ≥ Q14, RESPONSE 2, CONT_MODE= TELEWORKING

IF (Q9 OR Q10, RESPONSE 4 ≥ Q14, RESPONSE 4, CONT_MODE= CARPOOLING

IF (Q9 OR Q10, RESPONSE 6 ≥ Q14, RESPONSE 6, CONT_MODE= RIDING A BUS

IF (Q9 OR Q10, RESPONSE 7 ≥ Q14, RESPONSE 7, CONT_MODE= RIDING A TRAIN

IF (Q9 OR Q10, RESPONSE 8 ≥ Q14, RESPONSE 8, CONT_MODE= WALKING

IF (Q9 OR Q10, RESPONSE 9 ≥ Q14, RESPONSE 9, CONT_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT CONTINUED USING BUT AT REDUCED FREQUENCY

PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A “REDUCE_MODE” BOTH CURRENT MODE (Q9 OR Q10) AND DURING MODE (Q14) > 0

IF (Q9 OR Q10, RESPONSE 2 < Q14, RESPONSE 2, REDUCE_MODE= TELEWORKING

IF (Q9 OR Q10, RESPONSE 4 < Q14, RESPONSE 4, REDUCE_MODE= CARPOOLING

IF (Q9 OR Q10, RESPONSE 6 < Q14, RESPONSE 6, REDUCE_MODE= RIDING A BUS

IF (Q9 OR Q10, RESPONSE 7 < Q14, RESPONSE 7, REDUCE_MODE= RIDING A TRAIN
IF (Q9 OR Q10, RESPONSE 8 < Q14, RESPONSE 8, REDUCE_MODE= WALKING
IF (Q9 OR Q10, RESPONSE 9 < Q14, RESPONSE 9, REDUCE_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT STOPPED USING

**PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A
“STOP_MODE”**

IF Q9 OR Q10, RESPONSE 2=0 AND Q14, RESPONSE 2>0, STOP_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4=0 AND Q14, RESPONSE 4>0, STOP_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 6=0 AND Q14, RESPONSE 6>0, STOP_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7=0 AND Q14, RESPONSE 7>0, STOP_MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8=0 AND Q14, RESPONSE 8>0, STOP_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9=0 AND Q14, RESPONSE 9>0, STOP_MODE= BIKING

DEFINE ALT MODES THAT RESPONDENT STARTED (NEW MODES)

**PROGRAMMER: LIST ALL MODES THAT MEET THE FOLLOWING TEST AS A
“NEW_MODE”**

IF Q9 OR Q10, RESPONSE 1>0 AND Q14, RESPONSE 1=0, NEW_MODE= WORKING A
COMPRESSED WORK SCHEDULE
IF Q9 OR Q10, RESPONSE 2>0 AND Q14, RESPONSE 2=0, NEW_MODE= TELEWORKING
IF Q9 OR Q10, RESPONSE 4>0 AND Q14, RESPONSE 4=0, NEW_MODE= CARPOOLING
IF Q9 OR Q10, RESPONSE 5>0 AND Q14, RESPONSE 5=0, NEW_MODE= VANPOOLING
IF Q9 OR Q10, RESPONSE 6>0 AND Q14, RESPONSE 6=0, NEW_MODE= RIDING A BUS
IF Q9 OR Q10, RESPONSE 7>0 AND Q14, RESPONSE 7=0, NEW_MODE= RIDING A TRAIN
IF Q9 OR Q10, RESPONSE 8>0 AND Q14, RESPONSE 8=0, NEW_MODE= WALKING
IF Q9 OR Q10, RESPONSE 9>0 AND Q14, RESPONSE 9=0, NEW_MODE= BIKING

Stop Mode

IF RESPONDENT HAS ONE OR MORE “STOP_MODE,” ASK Q15 TO Q17 FOR EACH
STOP_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q18

Q15 You said you stopped <STOP_MODE> since you completed the Cash for Commuters
program. How long did you continue <STOP_MODE> after you stopped receiving the \$3
per day incentive?

_____ WEEKS (SKIP TO Q17) [IF RESPONDENT ANSWERS IN MONTHS,
CONVERT RESPONSE TO WEEKS]

_____ Still use alt mode occasionally (ASK Q16)

Q16 How many days would you say you’re now <STOP_MODE> in a typical month?

_____ DAYS PER MONTH

SKIP TO INSTRUCTIONS BEFORE Q18

Q17 What were the primary reasons you stopped <STOP_MODE>? (DO NOT READ RESPONSES)

- 1 I wasn't receiving start-up program incentive anymore
- 2 Lost my carpool partner
- 3 I started using another alternative mode
- 4 My work schedule/work location changed
- 5 Other options became available (got car, got free parking, etc.)
- 6 I had other commitments to attend to be before/after work
- 7 I had errands to run during my work day
- 8 I don't like teleworking, carpooling, riding a bus, riding a train, walking, biking
<STOP_MODE>)
- 9 Too inconvenient
- 10 Too expensive
- 11 Dissatisfied with the \$3 per day Cash for Commuters program
- 12 Other (SPECIFY _____)
- 13 Don't know/refused

Reduce Mode

IF RESPONDENT HAS ONE OR MORE "REDUCE_MODE," ASK Q18 FOR EACH REDUCE_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q19

Q18 What are the primary reasons you reduced <REDUCE_MODE> since you stopped receiving the \$3 per day incentive. (DO NOT READ RESPONSES)

- 1 I wasn't receiving start-up program incentive anymore
- 2 Lost my carpool partner
- 3 I started using another alternative mode
- 4 My work schedule/work location changed
- 5 Other options became available (got car, got free parking, etc.)
- 6 I had other commitments to attend to be before/after work
- 7 I had errands to run during my work day
- 8 I don't like teleworking, carpooling, riding a bus, riding a train, walking, biking
<REDUCE_MODE>)
- 9 Too inconvenient
- 10 Too expensive
- 11 Other (SPECIFY _____)
- 12 Don't know/refused

Continue Mode

IF RESPONDENT HAS ONE OR MORE "CONT_MODE," ASK Q19 FOR EACH CONT_MODE, OTHERWISE, SKIP TO INSTRUCTIONS BEFORE Q20

Q19 What are the primary reasons you continued <CONT_MODE> after you stopped receiving the \$3 per day incentive? (DO NOT READ RESPONSES)

- 1 I enjoy teleworking, carpooling, riding a bus, riding a train, walking, biking
<CONT_MODE>
- 2 I became more environmentally aware/responsible
- 3 More convenient for me to continue
- 4 I like the incentives my employer offers/my employer offered more incentives
- 5 I no longer have a car/parking available to me
- 6 My work schedule/location changed
- 7 Too expensive not to telework, carpool, ride a bus, ride a train, walk, bike
<CONT_MODE>.
- 8 I like the savings I get from teleworking, carpooling, riding a bus, riding a train, walking, biking <CONT_MODE>
- 9 Traffic on the freeway(s) is worse
- 10 HOV/toll lanes
- 11 People I carpool with kept the same number of days they carpool
- 12 Other (SPECIFY _____)
- 13 Don't know/refused

New Mode

IF RESPONDENT HAS ONE OR MORE "NEW_MODE," ASK Q20 TO Q21 FOR EACH NEW_MODE, OTHERWISE, SKIP TO Q22

Q20 You said that you are now <NEW_MODE> but you were not <NEW_MODE> while you were in the Cash for Commuters Program. How did you learn about this commute option? (DO NOT READ RESPONSES)

- 1 Brochure/promo materials
- 2 The Clean Air Campaign, CAC
- 3 TMA
- 4 Bus/train sign
- 5 Employer
- 6 Transportation/rideshare fair or on-site event
- 7 Internet
- 8 Radio
- 9 Word of mouth, referral
- 10 Always knew about it
- 11 Other (specify)
- 12 Don't know, don't remember

Q21 What are the primary reasons you started <NEW_MODE>? (DO NOT READ RESPONSES)

- 1 I enjoy teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <NEW_MODE>
- 2 I became more environmentally aware/responsible
- 3 More convenient for me to commute this way
- 4 I like the incentives my employer offers/my employer offered more incentives
- 5 I no longer have a car/parking available to me
- 6 My work schedule/location changed
- 7 My employer required that I start working a compressed schedule
- 8 My employer now permits me to telework
- 9 Too expensive not to telework, work a compressed schedule, carpool, vanpool, ride a bus, ride a train, walk, bike <NEW_MODE>.
- 10 I like the savings I get from teleworking, working a compressed schedule, carpooling, vanpooling, riding a bus, riding a train, walking, biking <NEW_MODE>
- 11 Traffic on the freeway(s) is worse
- 12 HOV/toll lanes
- 13 People I carpool with kept the same number of days they carpool
- 14 Other (SPECIFY _____)
- 15 Don't know/refused

Commute Before the Incentive

Now I want to ask about your commute for one more time period, the time BEFORE you enrolled in the Cash for Commuters incentive program. I believe that would be the time before (October, November, December, January, February, March) (FROM DATABASE).

Q22 During the time before (MONTH), how many days per week were you assigned to work?

____ days
____ Not working then (SKIP TO Q25)

Q23 During the time you were getting the incentive, did you work full-time or part-time?

- 1 Full-time (35 hrs or more) (CONTINUE)
- 2 Part-time (less than 35 hrs) (SKIP TO Q25)
- 3 Other (SPECIFY _____) (SKIP TO Q25)

Q24 And did you use any of the following nonstandard or compressed schedule then? (READ RESPONSES 1 - 3)

- 1 4/40 (4 10-hour days per week, 40 hours)
- 2 9/80 (9 days every 2 weeks, 80 hours)
- 3 3/36 (3 12-hour days per week, 36 hours)
- 4 Other (SPECIFY _____)
- 5 No, I worked a standard, 5-day, 40-hour, full-time schedule

Q25 Thinking about a TYPICAL WORK WEEK before you participated in the Cash for Commuters program, how many days would you usually ...?

(IF Q24 = 1, 2, OR 3 ASK RESPONSE 1, OTHERWISE, SKIP TO RESPONSE 2)

(WHEN NUMBER OF DAYS REPORTED IN Q25 = NUMBER OF DAYS REPORTED IN Q22, DISCONTINUE LISTING MODES (REMAINING DAYS WILL BE RECORDED AS “DID NOT WORK”))

Mode/days typically used per week	Use mode - number of days							
	0	1	2	3	4	5	6	7
1 Have a compressed work schedule day off	0	1	2	3	4	5	6	7
2 Telework / Telecommute	0	1	2	3	4	5	6	7
3 drive alone in your car or motorcycle	0	1	2	3	4	5	6	7
4 carpool, including w/family member 16 or older	0	1	2	3	4	5	6	7
5 vanpool with co-workers or others who work nearby	0	1	2	3	4	5	6	7
6 ride a bus or shuttle	0	1	2	3	4	5	6	7
7 ride a MARTA train	0	1	2	3	4	5	6	7
8 walk	0	1	2	3	4	5	6	7
9 bicycle	0	1	2	3	4	5	6	7
10 Did not work – regular day off, non-CWS	0	1	2	3	4	5	6	7

Note: Use carpool and vanpool occupancy from placement survey

Note: Use DA Access percentage and distance from placement survey

Influence

IF PRIMARY ALT MODE = NONE; SKIP TO “TEST FOR NEW INCENTIVE”

Q26 You said that while you were in the Cash for Commuters program, you were carpooling, riding a bus, biking, walking, or teleworking (PRIMARY ALT MODE FROM Q14). What factors led you to start carpooling, riding a bus, riding a train, biking, walking, or teleworking (PRIMARY ALT MODE FROM Q14)? (Allow multiple responses – DO NOT READ RESPONSES; PROBE FOR ADDITIONAL RESPONSES)

- 1 Availability of the \$3 daily Cash for Commuters program
- 2 Other employer incentive
- 3 To save money
- 4 Less stressful than driving
- 5 Congestion level
- 6 HOV/toll road
- 7 Lost other mode (car no longer available)
- 8 Moved
- 9 Changed jobs
- 10 Other (SPECIFY _____)

Q27 How important was the Cash for Commuters program to your decision to start carpooling, riding a bus, riding a train, biking, walking, or teleworking (PRIMARY ALT MODE FROM Q14) – was it very important, somewhat important, or not important?

- 1 Very important

- 2 Somewhat important
- 3 Not important

Q28 Without the Cash for Commuters program, how likely would you have been to start carpooling, riding a bus, riding a train, biking, walking, or teleworking (PRIMARY ALT MODE FROM Q14) would you have been very likely, somewhat likely, or not likely to start?

- 1 Very likely
- 2 Somewhat likely
- 3 Not likely
- 4 Don't know/refused

IF Q26 = 1 (THE ONLY RESPONSE) AND Q27 = 1 AND Q28 = 1 OR 2, ASK:

Q29 Please let me clarify something: You indicated that the Cash for Commuters program was the only factor that led you to start (PRIMARY ALT MODE FROM Q14), however you also said that you would have been (RESPONSE FROM Q28) to start (PRIMARY ALT MODE FROM Q14) even without the Cash for Commuters program. Can you tell me more about that? _____

Q30 Have you used any commute information or services other than the \$3 per day incentive, provided by your employer or another organization? (IF "YES") What information or services? (ALLOW MULTIPLE RESPONSES) (DO NOT READ RESPONSES)

- 1 No, I have not used any other commute information or services (SKIP TO Q30)
- 2 Carpooling/vanpooling information
- 3 Ridematching service / matchlist
- 4 Transit information or schedules
- 5 Preferential parking for carpools/vanpools
- 6 Guaranteed Ride Home (emergencies or overtime)
- 7 Discounted transit passes / free transit passes
- 8 Vanpool/carpool subsidy or cash incentive
- 9 Prizes or contests for employees who do not drive alone
- 10 Bicycle racks /other bike services
- 11 Shuttle bus to MARTA or other location
- 12 Other (SPECIFY _____)

Q31 Was any commute information or service you received more important than the \$3 per day incentive in influencing your decision to start carpooling, riding a bus, riding a train, biking, walking, teleworking (PRIMARY ALT MODE FROM Q14)? (ALLOW MULTIPLE RESPONSES) (DO NOT READ RESPONSES)

- 1 No, the \$3 per day incentive was the most important
- 2 Carpooling/vanpooling information
- 3 Ridematching service / matchlist
- 4 Transit information or schedules
- 5 Preferential parking for carpools/vanpools
- 6 Guaranteed Ride Home (emergencies or overtime)
- 7 Discounted transit passes / free transit passes
- 8 Vanpool/carpool subsidy or cash incentive
- 9 Prizes or contests for employees who do not drive alone
- 10 Bicycle racks /other bike services
- 11 Shuttle bus to MARTA or other location
- 12 Other (SPECIFY _____)

Test New Incentive Program

ASK OF RESPONDENTS WHO USE CP, VP, BUS, TRAIN, WALK, OR BIKE 0 TO 3 DAYS PER WEEK (Q9 OR Q10)

PROGRAMMER: CREATE NEW VARIABLE "ALT_DAYS"

ALT_DAYS = TOTAL DAYS CURRENTLY USING ANY OF THE FOLLOWING ALTERNATIVE MODES IN Q9/Q10: CARPOOL (4), VANPOOL (5), BUS (6), TRAIN (7), WALK (8), BIKE (9): CARPOOL (4), VANPOOL (5), BUS (6), TRAIN (7), WALK (8), BIKE (9)

IF ALT_DAYS = 0, 1, 2, or 3, CONTINUE
OTHERWISE, SKIP TO Q39

Q32 Now I'm going to read you a list of several programs that might be offered in the Atlanta region to commuters who use a type of transportation other than driving alone to work. By that I mean commuters who use a carpool, vanpool, bus, train, walk, or bicycle for commuting. As I read each of these programs, please tell me if it would encourage you to use another type of transportation more often than driving alone for your trip to work ((IF ALT_MODE = CARPOOL (4) IN Q9/Q10 READ) or encourage you to add a rider to your carpool.)

First, a discount card that offers 10% discounts on purchases at area merchants. Would this discount program make you... a lot more likely, somewhat more likely, or not more likely to ((IF ALT_MODE = CARPOOL (4) IN Q9/Q10) add a rider to your carpool) or use another type transportation more often than driving alone for your trip to work?

- 1 A lot more likely
- 2 Somewhat more likely
- 3 Not more likely (SKIP TO Q34)
- 9 Don't know (DO NOT READ) (SKIP TO Q34)

Q33 Now I'm going to read you a list of area merchants by category. Can you tell me from which category of area merchants you would rather receive a discount card? (READ; CHECK ALL THAT APPLY)

- 9 Category 1: Movie Theaters like AMC or Regal
- 10 Category 2: Discount retail stores like Walmart or Target
- 11 Category 3: Coffee shops like Starbucks
- 12 Category 4: Home improvement stores like Home Depot or Lowe's
- 13 Category 5: Fast food restaurant like Chik-Fil-A
- 14 Category 6: Personal service salons like a Super Cuts or Great Clips
- 15 Any of these would be fine
- 16 None of these would be good for me

Q34 Next, a \$15 per month gift certificate that you could redeem for gasoline or grocery purchases. Would this gift certificate make you...a lot more likely, somewhat more likely, or not more likely to ((IF ALT_MODE = CARPOOL (4) IN Q9/Q10) add a rider to your carpool or) use another type of transportation other than driving alone?

- 1 A lot more likely (SKIP TO Q36)
- 2 Somewhat more likely
- 3 Not more likely
- 9 Don't know (DO NOT READ)

- Q35 What about a \$30 per month gift certificate? (Optional: Would this gift certificate make you... a lot more likely, somewhat more likely, or not more likely to (If ALT_MODE = CARPOOL (4) in Q9/Q10) add a rider to your carpool or) use another type of transportation more often than driving alone for your trip to work.)
- 1 A lot more likely
 - 2 Somewhat more likely
 - 3 Not more likely
 - 9 Don't know (DO NOT READ)
- Q36 Next, a random chance in a monthly drawing for a \$25 prize.
- 1 A lot more likely (SKIP TO Q38)
 - 2 Somewhat more likely
 - 3 Not more likely
 - 9 Don't know (DO NOT READ)
- Q37 How about a monthly random drawing for a \$100 prize.
- 1 A lot more likely
 - 2 Somewhat more likely
 - 3 Not more likely
 - 9 Don't know (DO NOT READ)
- Q38 Finally, would you be willing to take a few minutes each work day to record your travel to and from work on an Internet system if that would make you eligible to receive incentives or rewards such as those described above?
- 1 Yes
 - 4 No
 - 5 Internet is not available to me
 - 9 Don't know/Refused (DO NOT READ)

Demographics

Now just a few last questions to help us group your answers with those of others

Q39 Do you work for government, private industry, or a non-profit group or organization?

- 1 Federal government
- 2 State or local government
- 3 Private company
- 4 Non-profit organization
- 5 Other, not sure (VOLUNTEERED) (SPECIFY _____)
- 9 Refused (VOLUNTEERED)

Q40 Which of the following best describes your ethnic background. Is it . . . (READ CHOICES)

- 1 African American/Black American
- 2 American Indian/Native American
- 3 Asian American/Pacific Islander
- 4 Caucasian/White
- 5 Hispanic American/Latino
- 6 Other (VOLUNTEERED) (SPECIFY _____)
- 9 Refused (VOLUNTEERED)

Q41 And finally, which category includes your average household yearly income? Please stop me when I read the total category that best describes your total household income. (READ CHOICES)

- 1 Under \$10,000
- 2 \$10,000 but less than \$20,000
- 3 \$20,000 but less than \$30,000
- 4 \$30,000 but less than \$40,000
- 5 \$40,000 but less than \$50,000
- 6 \$50,000 but less than \$60,000
- 7 \$60,000 but less than \$70,000
- 8 \$70,000 but less than \$80,000
- 9 \$80,000 but less than \$90,000
- 10 \$90,000 but less than \$100,000
- 11 \$100,000 or more
- 99 Refused (VOLUNTEERED)

Thank you very much for your time and cooperation!

(DO NOT READ:)

Q42 Was person interviewed a male or female?

- 1 Male
- 2 Female